

# VIRGINIA SLIMS FF BOX LINE EXTENSION

MONTH #	RETAIL MONTH	PENETRATION	% SHARE IN STORES STOCKING	TOTAL US SHARE	VOLUME IN BILLIONS	INDUSTRY SHIPMENTS
1	09-98	25%	0.20	0.05	0.02	42.7
2	10-98	40%	0.25	0.10	0.03	26.6
3	11-98	70%	0.30	0.21	0.06	26.6
4	12-98	85%	0.34	0.28	0.08	26.6
				<b>0.64</b>	<b>0.18</b>	30.625

## PIPELINE IN '98

0.14

**0.32**

billion

initial allocation

**0.13**

billion

## TOTAL SHIPMENTS IN 98

**0.45**

billion

5	01-99	85%	0.34	0.28	0.09	33.3
6	02-99	85%	0.34	0.28	0.09	33.3
7	03-99	85%	0.34	0.28	0.09	33.3
8	04-99	85%	0.34	0.28	0.09	33.3
9	05-99	85%	0.34	0.28	0.09	33.3
10	06-99	85%	0.34	0.28	0.09	33.3
11	07-99	85%	0.34	0.28	0.09	33.3
12	08-99	85%	0.34	0.28	0.09	33.3
				<b>2.28</b>	<b>0.76</b>	33.3

## TOTAL SHIPMENTS IN 99

(JAN - AUG)

**0.76**

billion

## TOTAL FOR 12 MONTHS AT RETAIL

**1.21**

billion

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slims forecast  
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